

# Bill of Rights Consumer Education Workshop

Thursday, March 30, 2006, 10:00 a.m. to 4:00 p.m.  
CPUC Auditorium, 505 Van Ness Avenue, San Francisco, CA 94102

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10:00 - Opening remarks by Commissioners

10:20 – Intent and Agenda

10:30 – CBO and Carrier presentation with Q and A following each presentation:

**Consumer Groups presenters:**

Christine Mailloux, TURN

Cassandra Malry, CTR

Mary-Lee Kimber, Disability Rights Advocates

Ken McEldowney, Consumer Action

**Carriers presentators**

George Granger, Cingular

Richard Fitzmaurice, AT&T

Ana Loewin, Metro PCS

Silveria Hufstedler, Verizon,

Mike Day, CTIA

Noon – lunch

1:00 – CPUC current practices, discussion of existing resources, including CBOs' and carriers' time and funding

1:15 – Develop and discuss the use of task forces to manage the tasks (please see attached workshop plan)

1. Content of Wireline Education and Outreach Materials
2. Content of Wireless Education and Outreach Materials
3. Outreach Plan
4. Website Content and Design
5. Paid Media Content and Methods

3:30 Wrap-up and Next steps – Karen or Phil

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# **EDUCATION AND OUTREACH PROGRAM WORKSHOPS**

## **TASK FORCE PLAN**

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### **I. Task Force Structure and Stated Goals**

We will set up at least five task forces to work on various components of the Education and Outreach Program. The proposed task forces, along with specific tasks and goals for each task force are listed below. During the afternoon session of the workshop, we will discuss the task force plan and make any necessary changes to the plan based on the outcome of our discussion. We intend that as a group, we will discuss, clarify, and possibly expand upon the specific tasks and goals for each task force. We ask that parties come prepared to provide input and to participate in an open discussion of how we can best structure this effort to achieve our goal of designing and implementing a successful education and outreach program by June 30, 2006.

#### **Task Force 1 – Design of content of Wireline Education and Outreach Materials**

- Define message for wireline customers. Suggest content and participate in drafting materials for the education program.
- Propose types of materials for presenting message. Possibilities include flyers, fact sheets, interactive web Q and A, talking points, prepared presentations for training the trainers or other outreach, jar openers, magnets and other items carrying message.
- Propose avenues for getting such materials developed and produced.

#### **Task Force 2 – Design of content of Wireless Education and Outreach Materials**

- Define message for wireless customers. Suggest content and participate in drafting materials for the education program.
- Propose types of materials for presenting message. Possibilities include flyers, fact sheets, interactive web Q and A, talking points, prepared presentations for training the trainers or other outreach, jar openers, magnets and other items carrying message.
- Propose avenues for getting such materials developed and produced.

### **Task Force 3 – Design of Outreach Plan**

- Identify current processes used by CBOs, Carriers and CPUC.
- Design specific proposals for outreach plans to be carried out by individual groups and jointly.
- Include plans for passive distribution of collateral and active outreach including trainings and presentation.

### **Task Force 4 – Website Content and Design**

- Include design of program logo or banner.
- Suggest and develop proposals for website consumer information center.
- Consider whether it should be part of the CPUC website or own site.
- Develop plan for how CBOs and Carriers will use website information and interconnection with other websites.
- Suggest ways to develop a database of carrier service areas and products that could be accessed by consumers through website.

### **Task Force 5 – Paid Media – Content and Methods**

- Discuss available funding and resources to support paid media.
- Develop a program to make most efficient use of paid media resources.
- Include consideration of most effective way to reach hard to reach populations through paid media.

## **II. Task Force Leadership and Membership**

We intend that the leadership for each taskforce will consist of two co-leaders: one leader from the CBO community and one leader from the carrier community. CPUC staff will facilitate the task force meetings; however, the scheduling, organization, note taking, and preparation and presentation of task force proposals to the full workshop body and/or Commissioners will be the responsibility of the task force members.

There will be no limit to the number of task forces in which an organization or company may participate; however, we will make every effort to ensure that the leadership roles are not dominated by a particular organization or carrier. We expect that parties will come to the workshop prepared to volunteer to participate in the task forces. However, there will be opportunity for parties to join task forces after the day of the workshop.

### **III. Task Force Meetings and Additional Full Workshop Meetings**

Although we leave it to the co-leaders to arrange for most task force meetings, CPUC staff is setting up a meeting time and date for each task force, which will be held via videoconference using CPUC facilities in San Francisco, Los Angeles and Sacramento around April 11 and April 12. There will be a second full member workshop around April 28, where task forces will present their ideas to the full workshop members and depending on the discussion at that meeting, we will determine what else to consider and move forward with the process. Around mid May, there will be another full member workshop to finalize plans and begin production. We are coordinating these dates with the Commissioners and with the other BOR-related activities, so the dates are subject to change. We will let you know when the dates are firm. The deadline for having this program in place and functioning is July 6, 2006. We are aiming to have our plan finalized by the Commission meeting on June 29, 2006, so that on that day we can inform the full commission of our joint success.